

Sample Press Release for Child Abuse Prevention Month

Release Date:

[DATE]

Contact:

[NAME]

[TITLE]

[PHONE NUMBER]

Everyone Can Help Prevent Child Abuse

April is Child Abuse Prevention Month.

CITY, STATE - [MONTH, DAY, YEAR] – [Starting with a short profile of a successful program participant can be a powerful way to engage the media. To feed into the press release language below, you could weave in the fact that the participant's child is now safe and healthy.]

In 2001, almost one million children did not know what it was like to be "safe and sound" in their homes. Tragically, three children—of all races, genders, and socioeconomic backgrounds—die each day as a result of abuse or neglect.

During April's annual observance of Child Abuse Prevention Month, [ORGANIZATION NAME] will be sponsoring events to call attention to the importance of preventing these tragedies and all forms of child maltreatment, as well as to the role each of us can play in these efforts.

"We need to raise the public's awareness of the devastating effects of child abuse," said [YOUR SPOKESPERSON'S NAME AND TITLE], "and empower and encourage people to become involved and support families and parents so that we can prevent all forms of child abuse and neglect from reaching our Nation's children."

[DETAILS ABOUT LOCAL EVENTS AND/OR PROGRAMS.]

There are also many things that individuals can do—during April and throughout the year—to keep the children in their lives and communities from becoming statistics. The U.S. Department of Health and Human Services' Children's Bureau, Office on Child Abuse and Neglect, working with its National Clearinghouse on Child Abuse and Neglect Information, has teamed up with Prevent Child Abuse America to create a packet of information and resources about child abuse and neglect prevention with the theme of "Gateways to Prevention." It contains strategies for how each one of us can get involved in preventing child abuse. The packet is available online at <http://nccanch.acf.hhs.gov/topics/prevention>.

Everyone can provide a Gateway to Prevention, and everyone can play a role in preventing child abuse. Raise the issue. Reach out to kids and families in your community. Join community prevention efforts. Take action to help ensure that the children in your community are safe and sound.

For more information about activities relating to Child Abuse Prevention Month or for information about child abuse prevention programs and activities throughout the year, contact [INSERT ORGANIZATION'S CONTACT INFORMATION.]